9174

FASHION




this fall '74 SEPT.

TOWN AND COUNTRY

# Notes From The Fashion Editor



### Silhouettes To Watch For:

One is loose and swinging -- like the Bravura Capes and coats, the easy-cut skirts. Then there's what we call the long, lean line- slim and close to the body, gives your figure the look of length, like a narrow stalk.

### The New Longer Length Are Really Here:

If you want to be up with fashion, you'll wear your skirts and dresses with a hem that's somewhere between below-the-knee and mid-calf, or even longer. If you just-don't like it -- o.k. But we hope you'll at least try.

A longer skirt, for example, gives you the flattering length of line that a pair of pants does . . . and, you'll feel very feminine in a skirt that moves against your legs.

### The Must-Have Muffler:

The most important accessory you can buy this fall, is a muffler. You'll wear it with almost everything you buy now, and add it to a lot of things you already own. The look is marvelous with both the new silhouetts -- and we think it's very important to wear them.

Sometimes two, with a third wrapped tight around the head like a hood, just to make our point.

### Your Boots And Your Shoes:

You'll be needing a good pair of boots for the weather to come. We like them in the softest leather -- and worn with the Bravura Capes and coats to balance the fullness and swing, even on a sunny day.

For shoes -- a slim, elegant pump will be beautiful with your dresses and skirts. The heel is higher than you wore last year.

## DO'S AND DON'TS

"Learn the facts and figures" on Fashion.

### Big Bust?

Do wear tops that make the most of the rest of you. Wear bold, plaid pants . . . or flippy, pleated skirts . . . big pockets below the waist . . . whacky trim. Don't get fancy, decorative stitching, pockets, yokes above the waist, and don't wear narrow shoulders . . . tight tops or nip-in jackets, or wear short, full pleasant tops or skimpy vests.

### Protruding Tummy?

Do wear soft overblouses and easy-fitting garments . . . or fall's newest fashion news, the tent . . . like a swing-over -- the middle dress shaped by tucks at the bustline! Additional waist-whittling via handy patch pockets. Dress can be belted or A-line . . . or dropped waistlines.

Don't wear tightly belted or cinch-waisted dresses or clingy dresses.

### Heavy Hips?

Do concentrate on "high" strategy . . . decorative stitching and tucks above your waist. Don't break the long line with a trim or belt across the hips that form a horizintal line. And don't wear flared pants . . . hip and thighs will look wider.

Jenée Huitt
OBSERVER FASHION EDITOR

# Fashion

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Spotlighting the new skirt length verses the shorter skirt length . . .

Get your eyes to new proportions best way to do this is play around with accessories and skirts in front of a full length mirror, as general rule, the shorter the skirt the lower the heel height. Good news about skirts is that the new ones are really truely sexy. Bad news is that they can look horrid if they're not handled just so . . . and this goes for makeup, hair, and even the soles of your shoes.

# SKIRTS GOING OVER BIG




You can look great outside this Fall with these three versatile coat looks to take you anywhere, everywhere, just where you always wanted to go, and at just the price you always wanted to pay! a complete coat wardrobe for less than the cost of a less imaginative purchase.

ESSENCE MAGAZINE PHOTOS BY OWEN BROWN

# coats,& jackets



Connie sports a cream leather coat with a self belt and double brested, with slash pockets, back simulated pleat.



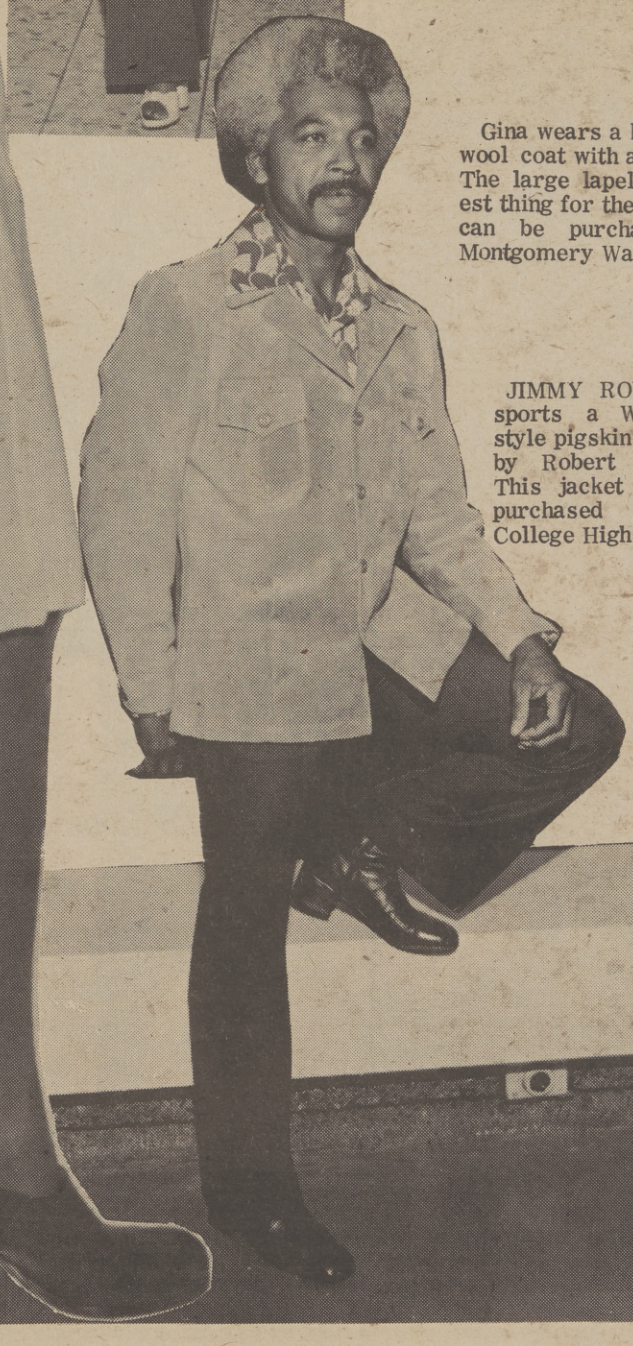
Catching up on whats new for fall. Jeneé wears a white vinyl walking coat with fur trim.



Standing out from the crowd, Jimmy Andrade selected a smooth leather jacket in rich, chocolate brown. His polyester tan slacks are flared leged and can be purchased at Roose/Atkins stores.



Gina wears a knee length wool coat with a wrap belt. The large lapel is the latest thing for the coat, which can be purchased at all Montgomery Wards stores.



JIMMY ROYSTER sports a Western style pigskin jacket by Robert Lewis. This jacket can be purchased at all College High Shops.



The sweater new again as it has been season after season. It's designed with enough bulk to make it a jacket replacement - - - with enough softness to make it a blouse alternate.

Iska in a black knit dress for an evening out to dine. The sweater knit is the hottest thing going for fall and winter . . . so come out to McDonald's and see what's in for the sweater knit dress.



This fall, accessories are the essential items that will make or break any look. Jewelry, lots of chains and silver, are real good. A Deco flavor, and rings, lots of rings.

# McDonald's



## *Stepping Out!*

***Pykette for her and Jantzen's for him...***
***carefree separates coordinate a total success!***

Color cued separates take the town by storm! Perfect put-togethers whipped up in 100% polyester machine wash and dry. Have gently flared pants that really fit! Top off with jackets, blouses and shells in vibrant tones to mix or match. Lively looks go everywhere in style!

J. M. McDonald Company, Mills Shopping Center, 10347 Folsom Blvd., Rancho Cordova, Calif. Phone 363-9404.

# TREND SETTERS



Our young model L'Tayna Franklin, is getting ready for her busy schedule at school and play. She goes shopping at Montgomery Wards to select her sportwear for fall.



Robin Robinson is shown here at the record stand with her put-together outfit.


AFROTIQUE HOUSE

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# BEIN' SHARP:

## LEISURELY, FORMALLY, CASUALLY, STYLIN', AT HOME, LOUNGIN'

## OR JUST BEIN' SEEN!





Jimmy Royster, is shown in a tux from Mr. B's Formal Wear. For his evening wear he selects white dinner jacket with black slacks.

Two ways to dress right for evening:

Left, Ms. Connie Claytor, wears long skirt and jacket ensemble, with jewerly to give the more sophisticated look. Below, Gina wears the ever popular pajama pantsuit. It is another look for dressy times. Robin, right relaxes in a long skirt with a soft polyester blend blouse. These lovely evening favorites can be purchased at Montgomery Wards Department Store in Florin Center.









Black Tee sports moc stitching on toe.
Below, there's a wedge, neatly covered.
On the bottom, a white chunk of cushion.

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LEEDS

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# go west together!

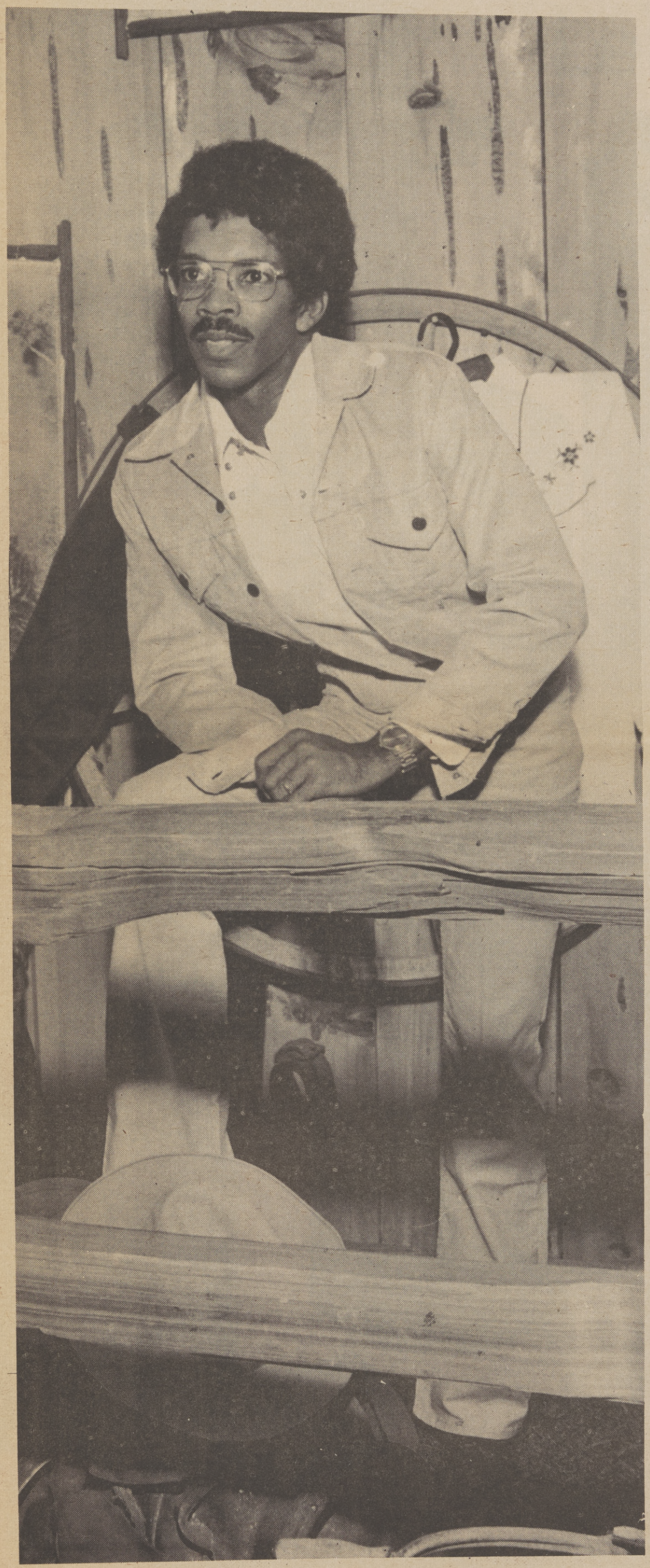






His n Her Levi's Western -style from Jean's LTD stores.

Al wears Levis Eltoro Bravo jacket with embrodery trim. His big bells completes his look. College High shops has it all for the special guy on the go.




# COUNTRY FASHION STYLING

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Levi's



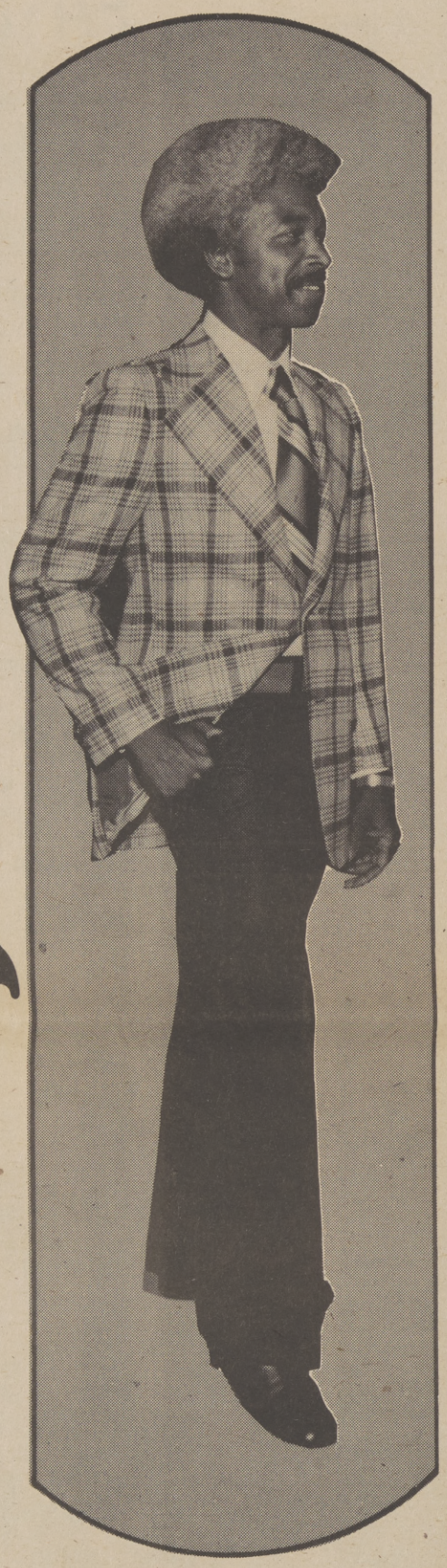

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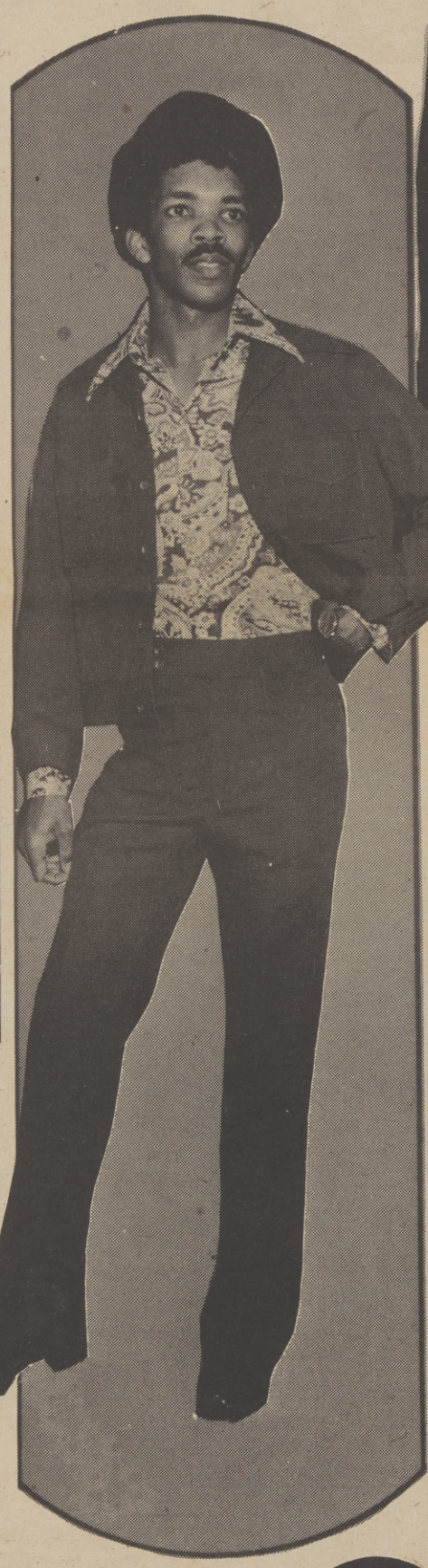
# Get it together



College High introduces Bruce Clothing. Our model Jimmy Royster is in style for fall.

Pants Unlimited at College-hi shop

Al Huitt, sports his Tobias separates, with a floral print shirt to complete his fashion wardrobe for fall.





James Robinson, wears Levi's latest put-together separates. "The cap" is the thing for young men on the go.

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Pants Unlimited at College-hi shop




# Let's Go To Europe

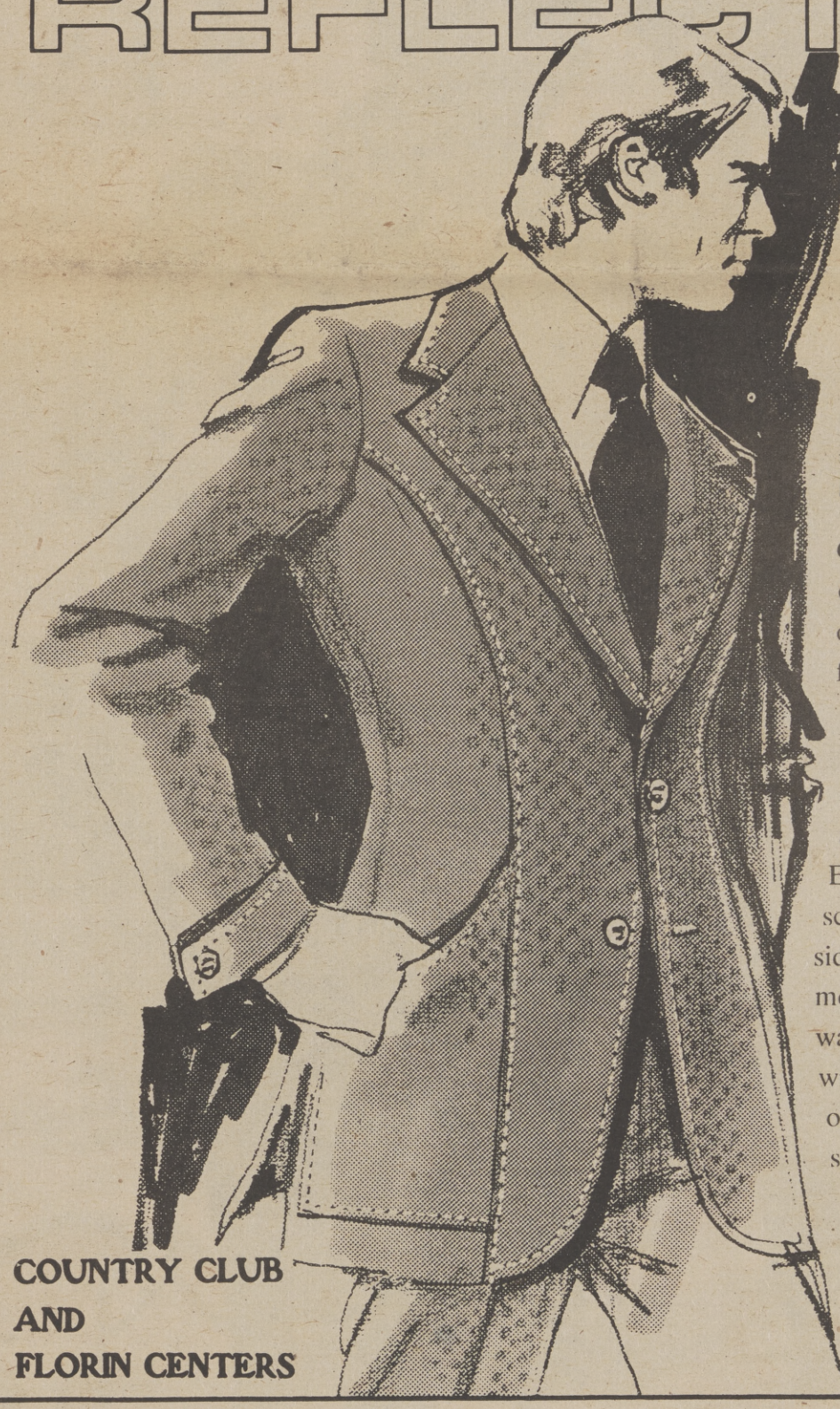
Jimmy Andrae wears polyester blend slacks with a chocolate brown turtle neck sweater and his shoes are two tone brown and tan leather. Jenee's in a green velveteen blazer with a soft beige blouse and rust sweater underneath. Her calf-length tweed skirt combine the tones of the jacket and sweater. Their traveling bags are right in style for that dream vacation.

## Rainstorm In Paris



Jimmy Adnrade sports his London fog topper all purpose raincoat for this fall. Paris perfers the leonine look of tawny, tan, or in other words, good old brown.

EUROPEAN REFLECTION



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# KNITS AND JEANS *Practical Buys This Fall*

For brisk days and new beginnings, it needn't be too costly to whip up a goodlooking wardrobe, be you a high school coed or busy but price, conscious career gal. The point is to shop wisely.

Sweaters and jeans seems to be indispensable items and that simplifies matters. Among the young set, jeans are still ubiquitous, with no end in sight to their popularity. Modern supple acrylic knit sweaters in myriad styles and yarns are catching on like wildfire, and go a long way to modernizing last year's fall wardrobe.

"For style-conscious young ladies who want to update their wardrobes with high fashion and low prices, why not meander around Woolworth stores and pick up some good buys?" asks Violet Hackim, a fashion coordinator for the company's apparel departments. Not ordinarily thought of as the place to shop for fashions, they are becoming a very "in" place to go. Miss Hackim observes that even the more affluent these days find it chic to get fashion bargains with good styling at lower prices.

One particular look Miss Hackim likes is the hooded sweater. "If you buy yourself a couple of hooded, zipped, pocketed zingy acrylic sweaters in cross-dyed and solid colors you will get a lot of fashion mileage out of them," she says. "They're only $10.99, and are excellent to wear alone, or as a jacket over Quiana shirts or a variety of thin, snug-fitting sweaters. They are a great look too, when worn with jeans or knit pants," she adds.

Another look that Miss Hackim favors is the matching knit scarf and cap sets to brighten sweater outfits or last year's separates. "These come in a variety of patterns and styles that are dazzling and wonderful," says Miss Hackim.

"Bold stripes of red, green, yellow and navy are combined in one set; another utilizes beige, brown, and tangerine, in varying widths of stripes. A third set is done in navy with a tiny cross-stitch woven in red and white.

The caps vary, too. One is worn straight down like a skater's cap, another has a cuffed edge with a top pom-pom and a third is an adaptation of the French beret. All of the sets are acrylic knit and hand-washable, and the price is a staggeringly low $5.99," she adds.

"Snug-fitting sweaters are popular this fall, too," says Miss Hackim. "In addition to being stylish when worn alone, they can be a good base for the layered look," she adds. "Two of our more popular styles are a polyester pointelle sweater available in luscious colors as well as white ($4.97), and another style with a scoop neckline and bubble pattern short sleeve. They go very well with our proportioned polyester-knit pants ($9.99). These are available in popular colors such as winter white, black, and rust, and the wonderful part about buying these pants is that you don't have to try them on for fit. They come in petite, average, and tall, and you simply buy them according to your height as you would pantyhose."

"You can be dressed from head to toe at Woolworth," Miss Hackim says. "We even have shoe departments where you can find such popular styles as a combination saddle oxford in nude and blue with coral sponge sole and heel ($4.99), excellent for campus romping; and leather-look polyurethane penny loafers ($6.99); and for dressier occasions flatee skimmer shoes ($2.99).

You can dress your outfits up by adding attractive jewelry such as gold or silver bangle bracelets, gold or silver hoop earrings; stone beads; floral decal beads, bracelets and matching earrings, and a variety of gold chains. Most of the jewelry ranges between $1 and $3 and is hard to tell from the real thing!

Woolworth also has a huge selection of high-fashion handbags in simulated leather and fabrics. These are predominantly priced from $5.99 to $7.99. "Scarf hats and turbans at about $3.99 can complete any new fall look beautifully," says the Woolworth fashion expert.



Caps and scarves in bright, wonderful stripes can add lots of excitement to fall wardrobes for coeds or career girls. Made of washable acrylic, they eliminate cleaning bills, a decided boon in these inflationary days. The scarf is six feet long and wraps however you like it. Price for set is $5.99. Shown here with acrylic ribbed turtleneck sweaters ($5.99 and $6.99), they are worn over double-knit proportioned polyester pants ($9.99). Vinyl patent shoulder bag with belt-like closure on left ($7.99). Brown simulated leather shoulder bag on right ($5.99). All items are available at selected Woolworth stores.

# fashion accessories

## BEAUTY HINTS

**CAPE:**

The cape is the epitome of "clothing as accessory," i.e., it works beautifully with just about anything you can think of -- your jeans and sweaters, a great pair of trousers with a silk blouse, the bigger dress, a night time slink, all kinds of boots and shoes. And it rates a real classic. You'll wear it for years.

**SCARVES:**

Scarves are the accessory to collect -- a pair of big, muffly ones to twist at the throat of a coat, a slink square to tuck into a tailored shirt, a little length to knot once at a sweater neck.

**BOOT/SHOE:**

The good boot can be the making of all your skirts, dresses, coats. This year's boot has a crushy, fullness at the ankle and a higher heel that guarantees a dashing look standing still . . . When you are not booted, the shoe to have is a higher-heeled, slimmed-down, no-clunk pump. Happily, it will jive with any hem-line except the very short.

**HAT:** Deco Clip

Lastly, there are little bits that count big. Like a hat: pulled-on wolly cap, a donegal twilled brimmer or a beret for instant "new." They are neat, small and off-hand enough to pop on over a million things you already own . . . Some go for the Deco Clips. Snapped into the curve of any neckline or plunked on that beret it makes for a real and welcomed change.

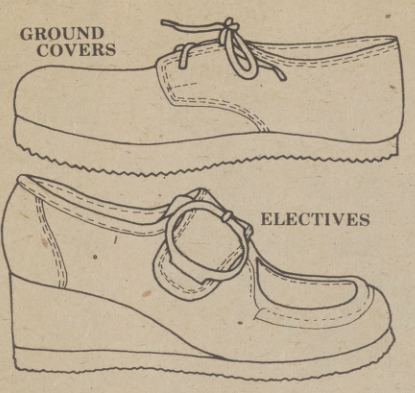
**COAT:**

This year's steamer coat has the swash of a trench with the full swing that's in proportion over skirts, those crushy boots, any kind of pants.

**DRESS:**

And consider the merits of the big dress. You add a little turtle neck and/or a shirt underneath. Or wrap on a scarf or two, finish with either boots or shoes -- and you get days of different looks for one outlay.


See Jane Run.





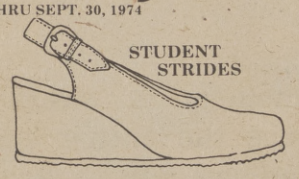


Run, Jane, run. Run to the Guild House. See shoes. Back to school shoes. Reduced in price. Look Dick. Look at Jane. Wow, Jane!

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'Fine Afro Hair Products'

1. After her soap and water routine, Leanna uses an astringent for deep-down cleaning and toning. She pays special attention to oily areas -- nose, forehead, chin.



1.



2. Leanna likes cream foundations best . . . "They blend more easily." She applies it all over her face including eyelids. For daytime she uses a bronze shade; at night she goes tawny. Leanna doesn't powder her face -- powder erases the dewy look she likes. She does powder her eyelids, though, to prevent shadow from creasing.



3.



4.



5.

# Beauty Hints

3. Eye makeup is where Leanna goes all out. She covers the entire eye, up to the brow, with a shimmering gel shadow -- she's using Wild Mint from the Avon Sweet Honesty Collection.

4. Next comes the darker green shadow, applied in the crease to give depth. Leanna extends this around to the end of the eye.

5. Leanna feels that her eyes are too far apart. To counter this, she dabs a bit of shadow at the inner corners.



# Beauty Hints

6. Lots of black mascara is a must! "I'd never wear false eyelashes," Leanna says. "They just don't go with my casual life-style."

6.





7.

8.



7. "I put blusher along the bridge of my nose as well as my cheekbones. It gives a healty, natural look. And it's an especially good trick for Black girls, because it helps to define the bridge. My nose barely has one!"

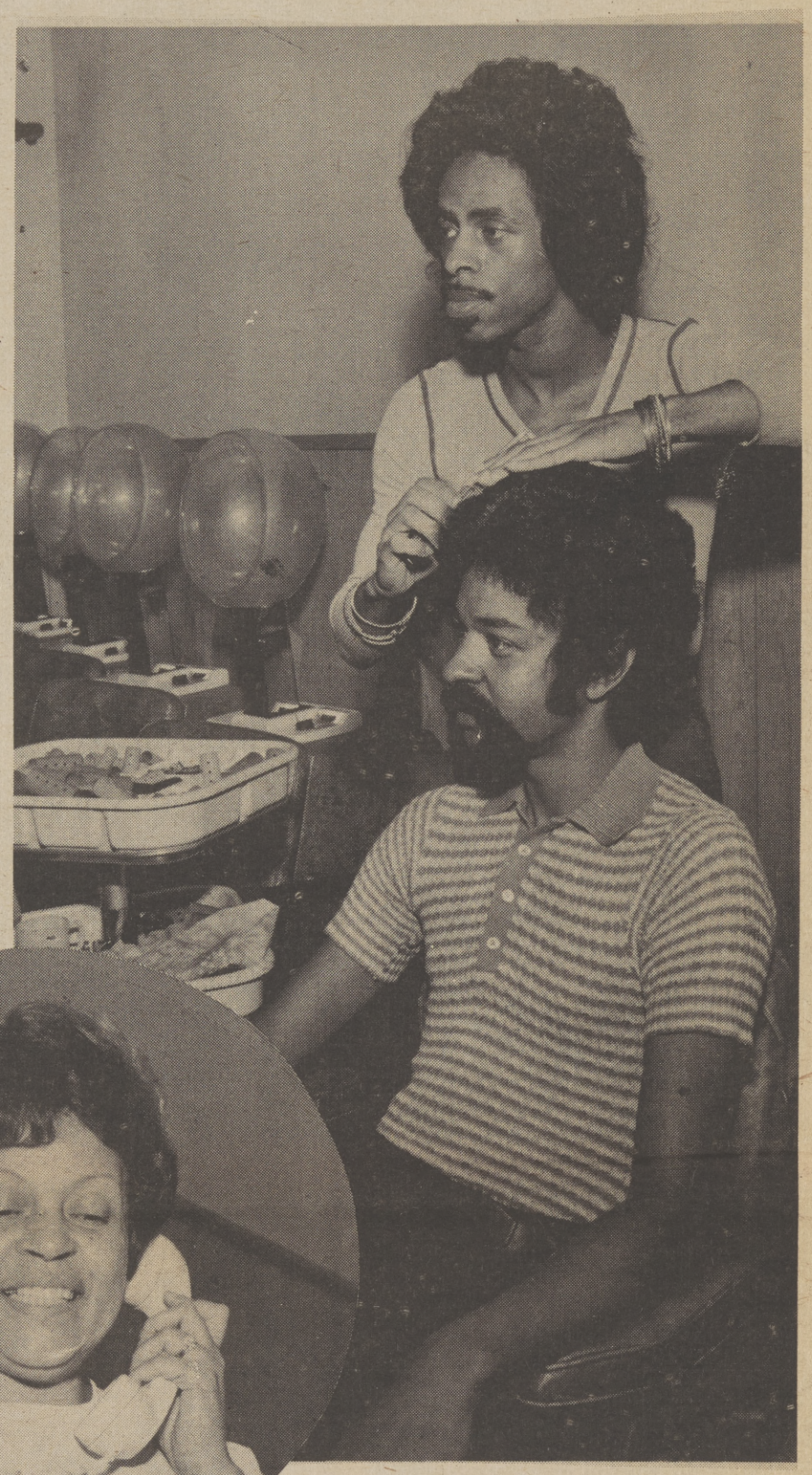
Leanna's favorite lipstick shade is a shiny plum to match her blusher. "I just follow the natural outline," she says. "I've found that anything else looks phony."

# ANGRUM'S

We at AMGRUM'S are omitting the Impossible-and guiding our knowledge and techniques towards the mission accomplished. Our group theory is to achieve the total look in today's complete Beauty treatment. To give each individual the open knowledge in carriage and display of the person's thought in how to achieve that certain look they have searched to display--and have not been able to fulfill elsewhere.

Our staff takes pride in our advanced knowledge, and are extremely open to give the individual our full attention with complete satisfaction. We take pride in our abilities to cator to all-men-women and children. To keep hair at its best--by using the appropriate product for the individual--we are qualified to straighten all types of hair, as well as to put curl in--to advise the willing to venture into the new open look of hair coloring--which is open to streaking, highlighting, and even as far as complete changing hair tones.

To complete the look, we take much pride in our cutting ability to flow with today's fun flair of hair fashion, to be worn everyday, instead of just on occasions.





Owner
Barbara Angrum



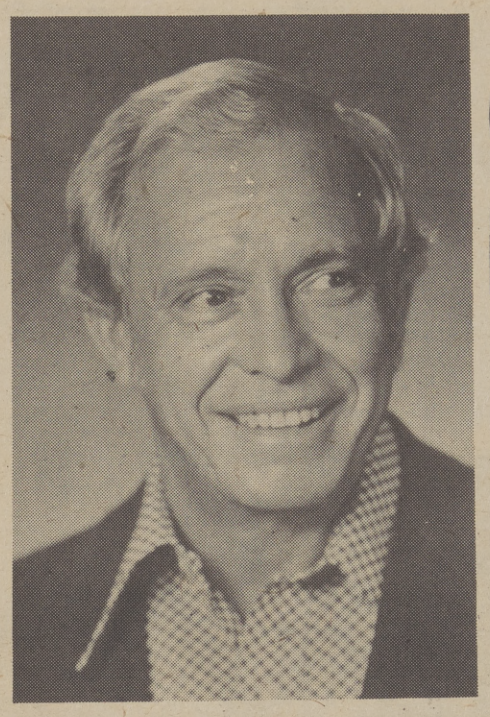
Hair to us is the beginning -- to get the total look--one must know the appropriate way to style completely. We feature the make up and skin care consultation--correct eyelashes--applied individually for the natural look--and advice on how to alternate one's look from daytime to evening. We encourage attention on the care of nails, pedicures, which is all considered total.

We are proud of our staff--having open ability to make one feel satisfied, and to have them leave us knowing that it's a pleasure to return with confidence.

We at ANGRUM'S give all an open invitation to patronize our beauty workshop and boutique soon, located at 3402 Broadway, Tuesday through Saturday. Just Dial 451-7907.

-OPERATORS- Jimmy Andrade James Franklin Larry Steward Sheila English

# ARTIST'S BEAUTY COLLEGE INSTRUCTS MANY



PARRIE

William J. Parrie has been in the Beauty Business for the past 26 years teaching and training Cosmetologists. He has a Journeyman Barber's license, Cosmetologists and teacher's licenses with a life time credential to teach Cosmetology. He has Beauty Colleges in Chico, Sacramento, Pleasant Hill and Albany, California, with approximately 200 students enrolled in the five schools. Many of these students are enrolled in Adult Education thru various school districts.

In the last eighteen years, Parrie has graduated and licensed approximately 2,200 cosmetologists. He is presently contracting with the Sacramento Unified School District and is enrolling students under Adult Education for only $7 registration fee. Anyone interested in learning a profession that will qualify he or she for immediate enrollment, should call the Artists Beauty College, 1113 7th Street, Sacramento, Calif., 444-7240.

Barbara Angrum graduated from Artists Beauty College in 1960. Barbara opened the Angrum Beauty Salon a few years later, and has employed many former Artist students in her high-styling Salon.

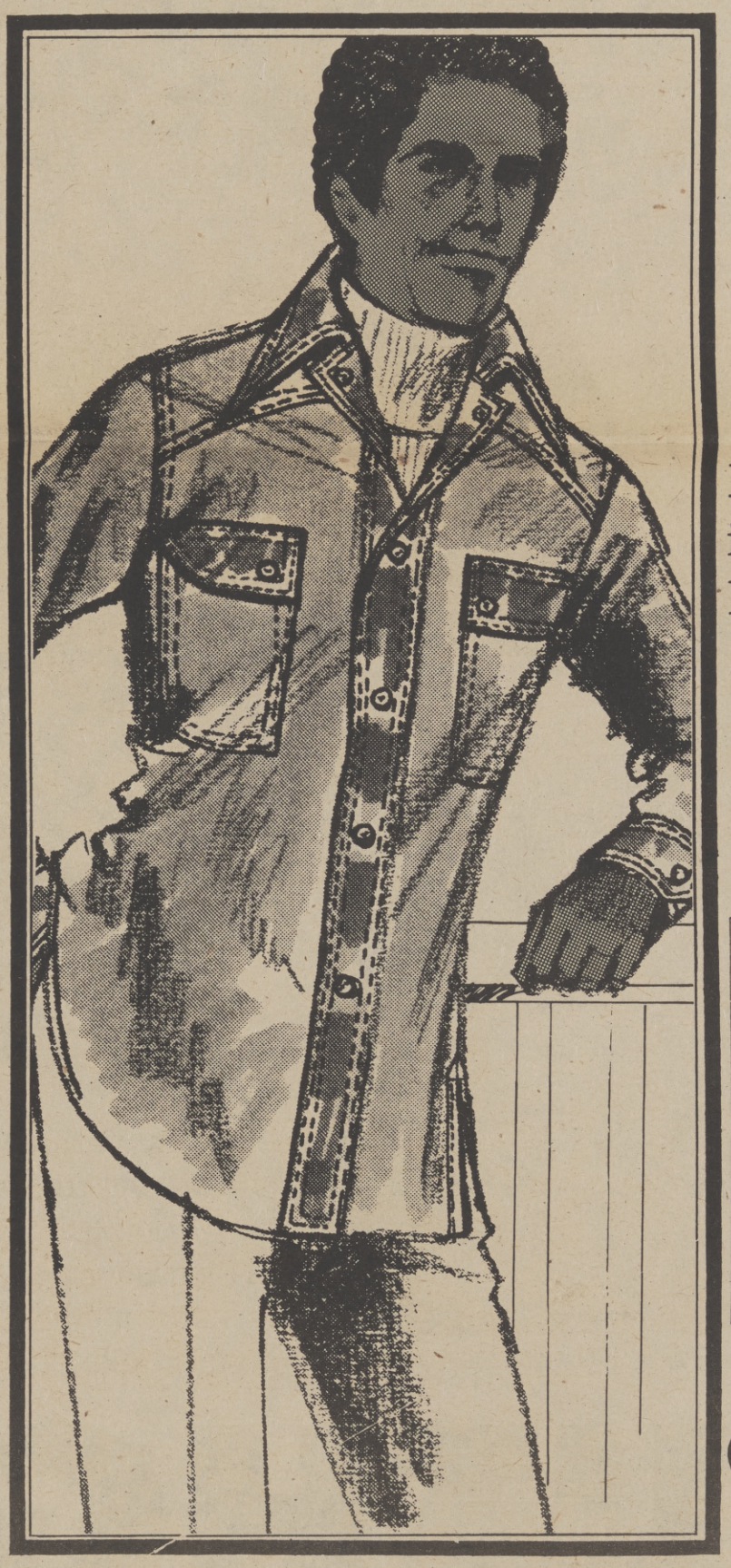
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# TODAY'S MAN IS FASHION CONSCIOUS

Today, more then ever before, the young men of America are dressing up, and this fall, around the country men will be wearing a wide variety of fashions that range from dress jeans embellished with studs, rhinestones and hand-fashioned appliques to sport slacks in natty donegal tweeds, wool blend, plaids, herringbones and checks, plus other fabrics and patterns too numerous to mention. This is because the younger generation is turning on to the new fashion possibilities created by the men's and boy's fashion industry. For dressier wear or cooler weather, there are the shawl collor sweaters that comes in single and double breasted versions, regular and turtleneck sweaters in updated patterns and colors and versatile shirt-jackets and leather or cord that can double as either warm overshirts or outerwear.

In shirts, the western look still rides high and the emphasis is on snap-fastened, torso-huggin models with fancy jokes, pockets and cuffs other shirts will feature bold patterns that run the gamut from florals and neat geometrics to artdecor and poster prints. In this category especially, anything goes.

The leather - look for men is practical as well as with it fashions choices can be worn with constrasting shirts two-piece outfits. There are many version mostly depending on the age of the wearer, but the basic line is well fitting.



It's leather...
it's reversible!
It's sensational!

A most practical and wardrobe expanding jacket. Suede finish on one side . . . reverses to smooth leather for a completely different look. Choose from blue or sand in small, medium, large and extra large. $125

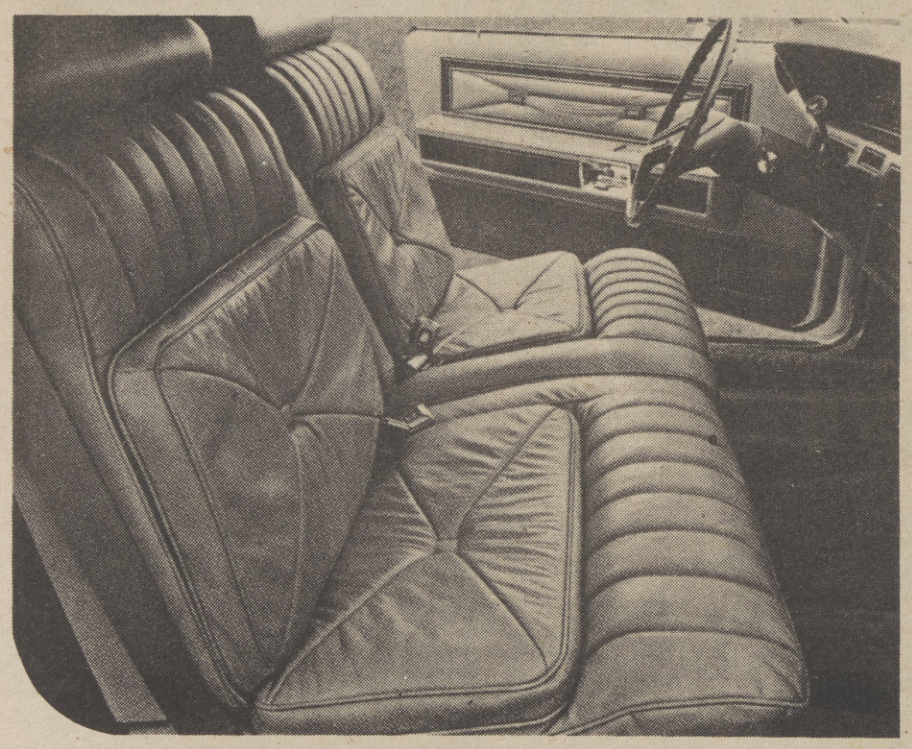


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COUNTRY CLUB AND FLORIN CENTERS

# '75 LINCOLN CONTINENTAL TOWN COUPE



Optional Town Car and Town Coupé Twin Comfort Lounge Seats in tan leather seating surfaces with vinyl.

## Step Into Luxury...

Over the past three years, in tests of riding comfort and driving ease, owners of the other make luxury car have compared Lincoln Continentals against models of their own make car. In these tests a majority of the owners said that the Lincoln Continental had a more comfortable ride and was easier to drive.

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